

2165

TRANSMITTAL LETTER			Case No:
Serial No.	Filing Date	Examiner	Group Art Unit
09/972028	August 3, 2001	To Be Assigned	2165
Inventor(s) Cheung et al.			
Title of Invention SYSTEM AND METHOD FOR PROVIDING PACE AND PRICE PROTECTION IN A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE			

X 4

TO THE COMMISSIONER FOR PATENTS


Transmitted herewith is: Transmittal Letter (in duplicate); Information Disclosure Statement; PTO Form 1449 citing references A1-A127; copy of two prior art references and postcard evidencing receipt.

- ☐ Small entity status of this application under 37 CFR § 1.27 has been established by verified statement previously submitted.
- ☐ A verified statement to establish small entity status under 37 CFR §§ 1.9 and 1.27 is enclosed.
- ☐ Petition for a _____ month extension of time.
- ☒ No additional fee is required.
- ☐ The fee has been calculated as shown below:

					Small Entity		Other Than Small Entity	
	Claims Remaining After Amendment		Highest No. Previously Paid For	Present Extra	Rate	Add'l Fee	Rate	Add'l Fee
Total		Minus			x \$9=		x \$18=	
Indep.		Minus			x 39=		x \$78=	
First Presentation of Multiple Dep. Claim					+\$130 =		+\$260=	
					Total add'l fee	\$	total add'l fee	\$

- ☐ Please charge Deposit Account No. 23-1925 (BRINKS HOFER GILSON & LIONE) in the amount of \$_____. A duplicate copy of this sheet is enclosed.
- ☐ A check in the amount of \$_____ to cover the filing fee is enclosed.
- ☒ The Commissioner is hereby authorized to charge payment of any additional filing fees required under 37 CFR § 1.16 and any patent application processing fees under 37 CFR § 1.17 associated with this communication or credit any overpayment to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.
- ☒ I hereby petition under 37 CFR § 1.136(a) for any extension of time required to ensure that this paper is timely filed. Please charge any associated fees which have not otherwise been paid to Deposit Account No. 23-1925. A duplicate copy of this sheet is enclosed.

Respectfully submitted,


John G. Rauch
Registration No. 37,218
Attorney for Applicants

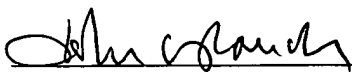
BRINKS HOFER GILSON & LIONE
P.O. BOX 10395
CHICAGO, ILLINOIS 60610
(312) 321-4200

RECEIVED

OCT 09 2001

Technology Center 2100

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to: Commissioner for Patents, Washington, D.C. 20231, on October 1, 2001

Date: 10/01/01 Signature: 

#4



CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope, with sufficient postage, addressed to: Commissioner for Patents, Washington, D.C. 20231, on

RECEIVED

OCT 09 2001

Technology Center 2100

October 1, 2001

Date of Deposit

John G. Rauch, Reg. No. 37,218

Name of Applicant, Assignee or
Registered Representative

Signature

10/1/01

Date of Signature

Our Case No.: 9623/329

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

L

Cheung et al.

Serial No.: 09/922,028

Continuation of: 09/322,677

Filing Date: August 3, 2001

For: SYSTEM AND METHOD FOR
PROVIDING PLACE AND PRICE
PROTECTION IN A SEARCH
RESULT LIST GENERATED BY A
COMPUTER NETWORK SEARCH
ENGINE

Examiner: TBA

Parent Examiner: C. Nguyen

Group Art Unit: TBA

Parent Group Art Unit No.: 2165

INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

In compliance with the duty of disclosure under 37 C.F.R. § 1.56, it is respectfully requested that this Information Disclosure Statement be entered and the documents



listed below and on the attached Form TO-1449 be considered by the Examiner and made of record.

The references now cited are the following:

RECEIVED

OCT 09 2001

US PATENT DOCUMENTS

Technology Center 2100

DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
5,659,732	08/19/97	Kirsch	395/605	05/17/95
5,717,923	02/10/98	Dedrick	396/613	11/03/94
5,724,424	03/03/98	Gifford	380/24	11/29/95
5,724,521	03/03/98	Dedrick	395/226	11/03/94
5,724,524	03/1998	Hunt et al.	395/237	12/15/95
5,748,954	05/1998	Maudlin	395/610	06/05/95
5,752,238	05/12/98	Dedrick	705/14	11/03/94
5,768,521	06/16/98	Dedrick	395/226	02/02/96
5,794,210	08/11/98	Goldhaber, et al.	705/14	12/11/95
5,826,241	10/20/98	Stein, et al.	705/26	09/16/94
5,848,397	12/08/98	Marsh, et al.	705/14	04/19/96
5,848,407	12/08/98	Ishikawa, et al.	707/2	05/22/97
5,852,820	12/22/98	Burrows	707/2	08/09/96
5,855,008	12/29/98	Goldhaber, et al.	705/14	08/28/97
5,864,845	01/26/99	Voorhees, et al.	707/5	06/28/96
5,864,846	01/26/99	Voorhees, et al.	707/5	06/28/96
5,903,882	05/1999	Asay et al.	705/44	12/13/96
5,918,014	06/29/99	Robinson	395/200.49	12/26/96
5,920,854	07/06/99	Kirsch, et al.	707/3	08/14/96
5,920,859	07/06/99	Li	707/5	02/05/97
6,078,866	06/2000	Buck et al.	702/2	09/14/98
* 6,296,361 B1	07/31/01	Davis et al.	707/3	05/28/99

FOREIGN PATENT DOCUMENTS

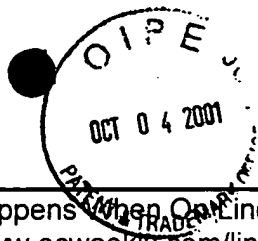
DOCUMENT NUMBER	DATE	COUNTRY
WO 99/20486	09/1999	WIPO
WO 99/48028	09/1999	WIPO
WO 2000/16218	03/2000	WIPO
WO 2000/41090	07/2000	WIPO



RECEIVED
OCT 09 2001
Technology Center 2100

OTHER ART AND RELATED DOCUMENTS

Database of Corporate ResourceNet, "New Service Puts An Auction Search Engine Under One Roof", Electronic Advertising & Marketplace Report, Vol. 12, Issue 8, Apr. 1998, page 6.
Espe, "Online Search Engines Start To Charge For Listings", Washington Business Journal, Vol. 18, Issue 1, May 1999, page 31.
Dawson et al., "2 Search Sites Narrow Their Parameters", Adweek-Western Edition, Vol. 48, Issue 42, Oct. 1998, page 1.
Database of Corporate ResourceNet, "Bits", from Adweek-Eastern Edition, Vol. 40, Issue 14, April 1999, page 46.
Komando, "Searching For Search Engines - from Dogpile to Deja News", Business First-Colombus, Vol. 14, Issue 43, June 1998, page 46.
Database of Corporate ResourceNet, New services Aim to Boost Efficiency of Search Engines", Electronic Advertising & Marketplace Report, Vol. 12, Issue 13, June 1998, page 6.
Database of Corporate ResourceNet, "Goto.com Chooses Quest's SharePlex(R) for Oracle Software to Ensure Uptime for Business-Critical Web Site", PR Newswire, June 2000.
Database of Corporate ResourceNet, "Capitalist Tool", Time Canada, Vol. 151, Issue 8, March 1998, page 41.
Database of DialogClassic(m), "Homestead Technologies' Continued Success Draws \$17.50 Million In second Round of Venture Funding", PR Newswire, April 1999.
"APS Search Tools - Patent Search Client Strategy", by US Patent & Trademark Office, Sept. 1997.
"Frequently Asked Questions NT Image Search & Retrieval (IS&R)", by US Patent & Trademark Office, Dec. 1997.
"Chapter 1-Introduction to Dialog", by Dialog Information Service, Inc. pp 1-1 to 1-14.
"Automated Patent System (APS) Workstation Reference Manual", by US Patent & Trademark Office, July 1996.
Frentzen, Jeff, "Help for Getting the Word Out About Web Sites", PC Week, v14, n46, p. 27(1), Nov. 3, 1997.
Miller, Karen L., "Improve Your Ranking (Building Web Sites to Attract Web Searches)", Home Office Computer, v16, n1, p 51(2) Jan, 1998.
Wingfiled, "Another Engine Takes Ads By The Click", from http://www.news.com?news/Item/0.4.1387.00/html , May 1996.
Pelline, "New Search Engine Goes Commercial", by CNET News.com, Feb. 1998.
Wang, "Engines Battle Irrelevance of Results-New Search Service Hope To Fill The Void", by Internet World, Feb. 1998.
Vondr Haar, "Searching For The Highest Bidder", from Inter@active week.
Riedman, "Search Engine Startup To Auction Listings", from Interactive-Advertising, Feb. 1998.
Rich, "New Search Engine Allows Sites To Pay Their Way to Top", from http://www.adweek.com/iq/iqnews02.asp .
Mardesich, "Web Site Operators Pay for Top Billing-Search Engine Allows Site Sponsors to Buy Place On Special List", from Knight Ridder Newspapers, March 1998.

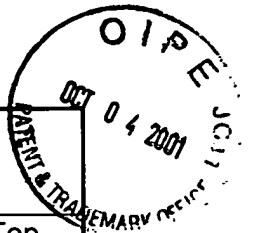


Hilty, "GoTo.Hell-What Happens When an Online Search Engine Accepts Cash From Web Sites?" from http://www.ocweekly.com/link/archives/97/27/byte-3.11.98-1.html , March 1998.
Flynn, "With GoTo.com's Search Engine, the Highest Bidder Shall Be Ranked First", by the New York Times, March 1998.
Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", from the Wall Street Journal, Feb. 1998.
"Going, Going ...", from A Closer Look of the Wall Street Journal-Marketplace, April 1998.
"Coursey.com", David Coursey's Insider report on Personal Computing, the Internet and Communications", March 1998.
Glaser, "Who Will GoTo.com", from OnlinePress.com, Feb. 1998.
Mardesic, "Search Engine Charges Hit Sites", from http://www.sjmercury.com/business/center/goti022198.html , Feb. 1998.
"News Watch About Search Engines", from http://searchenginewatch.com/ness.html , Feb. 1998.
Wang, "Engines Battle Irrelevance of Results", from Internet World.
Swartz, "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", from http://www.sfgate.com/cgi-bin/publish on San Francisco Chronicle, Feb. 1998.
McWilliams, PC World Online, February 23, 1998, "Search Engine To Sell Top Positions On Results Lists", from http://www.pcworld.com/news/daily/data/0298/....html .
"Search Engine Start Up To Auction Listings", from http://www.adage.com/interactive/daily/index/html , Feb. 1998.
Alyson, "Searching The Search Engines", from Bacon's, May 1998.
Pelline, "Pay-for-placement gets another shot", from http://www.newscom.?news/item/0,4,19307,00.html , Sept. 1997.
IBM Technical Disclosure Bulletin, "Organizing A Ranked List of Search Matches", Nov. 1994.
Jeffrey Brewer, ClickZ Today, August 18, 1998, "Pay-For-Performance: Creating More And Better Value", obtained at the internet address http://www.clickz.com , August 18, 1998.
Jesse Berst, ZDNet, August 17, 1998, "Search Sites' Shocking Secret", obtained at the internet address http://www.zdnet.com/anchordesk/story/story_2432.html , August 17, 1998.
Sara Fisher, "Budding Internet Firm Finds Niche in Satisfaction", L.A. Business Journal, August 10, 1998.
"Disclosure Rules", The Industry Standard – The Newsmagazine of the Internet Economy, August 10, 1998.
G. David Doran, "Pay to Play", Entrepreneur, July 1998, p. 18.
Advertising Age-Interactive Daily Homepage; obtained at the internet address http://www.adage.com/interactive/daily/index.html , June 8, 1998.
Kim Komando, "With About 320 Million Sites, Search Engines Offer Some Help", copyright 1998, Los Angeles Times Syndication.
Margot Williams, "How To Ease Your Online Searches", Lansing State Journal, June 1, 1998.
"GoTo.com Gets Venture Funding", Internet World Magazine, June 1, 1998.
Sasha Alyson, "Searching The Search Engines", Front Page, May 8, 1998.

Technology Center 2100

OCT 09 2001

RECEIVED



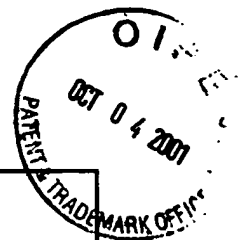
RECEIVED

OCT 09 2001

Technology Center 2100

Advertising Age-Interactive Daily Homepage, February 23, 1998, "Search Engine Startup To Auction Listings", obtained at the internet address http://www.adage.com/interactive/mdaily/index.html .
Brian McWilliams, PC World Online, February 23, 1998, "Search Engine To Sell Top Positions On Results Lists", obtained at the internet address http://www.pcworld.com/news/daily/data/0298/9880223173204.html .
Jon Swartz, San Francisco Chronicle, February 23, 1998, "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", obtained at the internet address http://www.sfgate.com/cgi-bin/article/archive/1998/02/21/BU102470.DTL .
Nelson Wang, "Engines Battle Irrelevance of Results", from http://www.internetworld.com/print/current/news/19980223-battle.html , Feb. 1998.
Search Engine Watch, February 21, 1998, "GoTo Sells Positions", obtained at the internet address http://www.searchenginewatch.com/news.html , February 23, 1998.
Jodi Mardesich, "Search Engine Charges Hit Sites", from http://www.sjmercury.com/business/center/goto022198.html , Feb. 1998.
Ken Glaser, "Who Will GoTo.com?", OnlinePress.com, Feb. 1998
Jeff Peline, "New Search Engine Goes Commercial", from http://www.news.com/News/Item/0,4,19281,00.html , February 20, 1998.
"Going, Going...", The Wall Street Journal, April 1998. p. B1.
David Coursey, "Coursey.com", March 1998.
Don Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", The Wall Street Journal, February 20, 1998.
Laurie J. Flynn, "With GoTo.com's Search Engine, The Highest Bidder Shall Be Ranked First", The New York Times, March 1998, p. C1.
Wyn Hilty, OCWeekly byte marks, "GoTo.Hell", from http://www.ocweekly.com/ink/archives/97/27byte-3.11.98-1.shtml , March 13, 1998.
Jodi Mardesich, "Web Site Operators Pay For Top Billing", The News - Herald (Willoughby, OH), March 2, 1998.
Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", from http://www.adweek.com/iq/iqnews02.asp , Feb. 1998.
Patricia Riedman, "Search Engine Startup To Auction Listings", Advertising Age Magazine, February 23, 1998, p. 34.
Steven Vonder Haar, ZDNet.com, February 19, 1998, "Searching For The Highest Bidder", obtained at the internet address http://www.zdnet.com/intweek/daily/980219i.html , February 23, 1998.
Nelson Wang, "Engines Battle Irrelevance of Results", Internet World, Feb. 10, 1998, p.1
Interactive Week Magazine, Garden City, N.Y. May 25, 1998.
Jeff Peline, "New Search Engine Goes Commerical", CNET News.com, from http://www.news.com/News/Item/0,4,19281,00.html , Feb. 20, 1998.
Nick Wingfield, Staff Writer, CNET News.com, June 21, 1996, "Engine Sells Results, Draws Fire", obtained at the internet address http://www.news.com/News/Item/Textonly/0,25,1635,00.html , July 29, 1999.
Nick Wingfield, Staff Writer, CNET News.com, May 22, 1996, "Another Engine Takes Ads By The Click", obtained at the internet address http://www.news.com/News/Item/0,4,1387,00.html , July 29, 1999.

Rose Aguilar, Staff Writer, CNET News.com, April 29, 1996, "New Ad Model Charges By The Click", obtained at the internet address http://www.news.com/News/Item/0,4,1199,00.html , July 29, 1999.
Alex Lash, Staff Writer, CNET News.com, December 11, 1996, "Open Text Updates Tools", obtained at the internet address http://www.news.com/News/Item/0,4,6118,00.html , July 29, 1999.
"About SearchUP, Inc.", July 15, 1999, obtained at the internet address http://www.searchup.com/about.cfm .
"Testimonials", July 15, 1999, obtained at the internet address http://www.searchup.com/testimonials.cfm .
"Benefits", July 15, 1999, obtained at the internet address http://www.searchup.com/benefits.cfm .
"Information", July 15, 1999, obtained at the internet address http://www.searchup.com/information.cfm .
"Tips & Tricks", July 15, 1999, obtained at the internet address http://www.searchup.com/tipsandtricks.cfm .
Correspondence from Bryan Buck, President of SearchUp.com, July 7, 1999.
Saul Hansell "Alta Vista Invites Advertisers to Pay for Top Ranking", The New York Times, April 15, 1999, p. C2
Galore – Super Search Engine, May 21, 1999, obtained at the internet address http://www.galore.com/1/mainframe.shtml .
hitsgalore.com Search Engine, May 21, 1999, obtained at the internet address http://www.hitsgalore.com
I Seek It "The Next Generation Search Engine", May 21, 1999, obtained at the internet address http://www.iseekit.com .
Correspondence from Emilia F. Cannella to Robert Brahms, CEO of BeFirst Internet Corporation regarding findwhat.com, July 20, 1999.
Correspondence from Emilia F. Cannella to Michael Melcher, MC Services regarding SearchUP.com, July 1, 1999.
Correspondence from Emilia F. Cannella to Robert G. Schuler, Esq., Kegler, Brown, Hill & Ritter regarding isseekit.com, July 1, 1999.
Correspondence from Emilia F. Cannella to Andrew Conru, Vote Publishing regarding galore.com, June 30, 1999.
SearchUP.com – Internet Directory, Automated Bid Placement System, obtained at the internet address http://www.searchup.com/search.cfm , August 25, 1999.
SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/login.cfm , August 25, 1999.
SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/newaccount.cfm , August 25, 1999.
SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/getaccount/login.cfm , August 25, 1999.
Correspondence from Emilia F. Cannella to Mr. D. Reed, Reports Galore, regarding hitsgalore.com, June 30, 1999.
Miller, Karen L., "Improve Your Ranking", Home Office Computer, Vol. 16, No. 1, Jan. 1998, p. 51(2).
Jeff Fretzen, "Help For Getting The Word Out About Web Sites", PC Week, Vo. 14, No. 46, Nov. 3, 1997, p. 27(1).
Article from the Search Engine Report, "GoTo To Sell Positions", March 3, 1998, http://www.searchenginewatch.com/sereport/9803-to-to-html .



Article from CNET News, "Engine Sells Results, Draws Fire", June 21, 1996, http://www.nees.com/News?Item/0,4,1635,00.html .
Press release on Lightweight Directory Access protocol (LDAP), Netscape Comm. Corp. Mountain View, CA., April 1996.
ClickMail Central directory, circa April 1996,
GoTo.com, circa 1998, at www.goto.com
Northern Light, circa 1997-98, at sirocco.northernlight.com
Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", from http://www.adweek.com/iq/iqnews02.asp , February 23, 1998.
Smith, Laura B., article "Going ... Gone", PC Week, Vol. 13, No. 34, August 26, 1996, p E1(2), http://www.dialog-classic.com/DialogClassic/dialog .
* Cliff Kurtzman, "Another Internet Advertising List", Internet Advertising Digest #006, dated June 19, 1996, from http://www.o-a.com/archive/1996/june.0021.html , printed 09/28/01, 5 pages.

Technology Center 2100

OCT 09 2001

RECEIVED

In accordance with 37 C.F.R. § 1.97(g),(h), this Information Disclosure Statement is not to be construed as a representation that a search has been made and is not to be construed to be an admission that the information cited is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

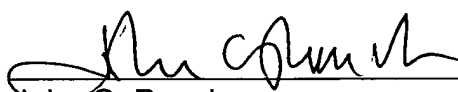
This Information Disclosure Statement is being filed prior to the receipt of the first Official Action reflecting an examination on the merits and hence is believed to be timely filed in accordance with 37 C.F.R. § 1.97(b). No fees are believed to be due in connection with filing of this Information Disclosure Statement, however, should any fees under 37 C.F.R. §§ 1.16 to 1.21 be deemed necessary for any reason relating to these material, the Commissioner is hereby authorized to deduct said fees from Brinks Hofer Gilson & Lion

This application is a continuation-in-part application of U.S. Serial No. 09/911,674, filed July 24, 2001 which a continuation of 09/322,677, filed May 28, 1999 and is relied upon for an earlier filing dated under 35 U.S.C. § 120. In accordance with Rule 37 C.F.R. § 1.98(d) only copies of documents not previously cited and submitted to

the Patent and Trademark Office in the prior application Serial No. 09/322,677 are enclosed for the convenience of the Examiner. The items included that were not cited in the parent application 09/322,677 are marked with an asterisk.

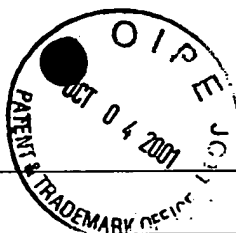
Applicants respectfully request that the listed documents be made of record in the present case.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "John G. Rauch", is written over a horizontal line.

John G. Rauch
Registration No. 37,218
Attorney for Applicants

BRINKS HOFER GILSON & LIONE
P.O. Box 10395
Chicago, IL 60610
(312) 321-4200



FORM PTO-1449	SERIAL NO. 09/922,028	CASE NO. 9623/329
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)	FILING DATE August 3, 2001	GROUP ART UNIT TBA (Parent GAU 2165)
APPLICANT(S): Cheung et al.		

REFERENCE DESIGNATION		U.S. PATENT DOCUMENTS				
EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS/ SUBCLASS	FILING DATE
	A1	5,659,732	08/19/97	Kirsch	395/605	05/17/95
	A2	5,717,923	02/10/98	Dedrick	396/613	11/03/94
	A3	5,724,424	03/03/98	Gifford	380/24	11/29/95
	A4	5,724,521	03/03/98	Dedrick	395/226	11/03/94
	A5	5,724,524	03/1998	Hunt et al.	395/237	12/15/95
	A6	5,748,954	05/1998	Maudlin	395/610	06/05/95
	A7	5,752,238	05/12/98	Dedrick	705/14	11/03/94
	A8	5,768,521	06/16/98	Dedrick	395/226	02/02/96
	A9	5,794,210	08/11/98	Goldhaber, et al.	705/14	12/11/95
	A10	5,826,241	10/20/98	Stein, et al.	705/26	09/16/94
	A11	5,848,397	12/08/98	Marsh, et al.	705/14	04/19/96
	A12	5,848,407	12/08/98	Ishikawa, et al.	707/2	05/22/97
	A13	5,852,820	12/22/98	Burrows	707/2	08/09/96
	A14	5,855,008	12/29/98	Goldhaber, et al.	705/14	08/28/97
	A15	5,864,845	01/26/99	Voorhees, et al.	707/5	06/28/96
	A16	5,864,846	01/26/99	Voorhees, et al.	707/5	06/28/96
	A17	5,903,882	05/1999	Asay et al.	705/44	12/13/96
	A18	5,918,014	06/29/99	Robinson	395/200.49	12/26/96
	A19	5,920,854	07/06/99	Kirsch, et al.	707/3	08/14/96
	A20	5,920,859	07/06/99	Li	707/5	02/05/97
	A21	6,078,866	06/2000	Buck et al.	702/2	09/14/98
*	A22	6,296,361 B1	07/31/01	Davis et al.	707/3	05/28/99

FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	COUNTRY	CLASS/ SUBCLASS	TRANSLATION YES NO	
	A23	WO 99/20486	09/1999	WIPO			
	A24	WO 99/48028	09/1999	WIPO			
	A25	WO 2000/16218	03/2000	WIPO			
	A26	WO 2000/41090	07/2000	WIPO			

RECEIVED

OCT 09 2001

EXAMINER	DATE CONSIDERED	Technology Center 2100
----------	-----------------	------------------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

FORM PTO-1449	SERIAL NO. 09/922,028	CASE NO. 9623/329
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE August 3, 2001	GROUP ART UNIT TBA (Parent GAU 2165)
(use several sheets if necessary)	APPLICANT(S): Cheung et al.	

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
	A27	Database of Corporate ResourceNet, "New Service Puts An Auction Search Engine Under One Roof", Electronic Advertising & Marketplace Report, Vol. 12, Issue 8, Apr. 1998, page 6.
	A28	Espe, "Online Search Engines Start To Charge For Listings", Washington Business Journal, Vol. 18, Issue 1, May 1999, page 31.
	A29	Dawson et al., "2 Search Sites Narrow Their Parameters", Adweek-Western Edition, Vol. 48, Issue 42, Oct. 1998, page 1.
	A30	Database of Corporate ResourceNet, "Bits", from Adweek-Eastern Edition, Vol. 40, Issue 14, April 1999, page 46.
	A31	Komando, "Searching For Search Engines - from Dogpile to Deja News", Business First-Colombus, Vol. 14, Issue 43, June 1998, page 46.
	A32	Database of Corporate ResourceNet, New services Aim to Boost Efficiency of Search Engines", Electronic Advertising & Marketplace Report, Vol. 12, Issue 13, June 1998, page 6.
	A33	Database of Corporate ResourceNet, "Goto.com Chooses Quest's SharePlex(R) for Oracle Software to Ensure Uptime for Business-Critical Web Site", PR Newswire, June 2000.
	A34	Database of Corporate ResourceNet, "Capitalist Tool", Time Canada, Vol. 151, Issue 8. March 1998, page 41.
	A35	Database of DialogClassic(m), "Homestead Technologies' Continued Success Draws \$17.50 Million In second Round of Venture Funding", PR Newswire, April 1999.
	A36	"APS Search Tools - Patent Search Client Strategy", by US Patent & Trademark Office, Sept. 1997.
	A37	"Frequently Asked Questions NT Image Search & Retrieval (IS&R)", by US Patent & Trademark Office, Dec. 1997.
	A38	"Chapter 1-Introduction to Dialog", by Dialog Information Service, Inc. pp 1-1 to 1-14.
	A39	"Automated Patent System (APS) Workstation Reference Manual", by US Patent & Trademark Office, July 1996.
	A40	Frentzen, Jeff, "Help for Getting the Word Out About Web Sites", PC Week, v14, n46, p. 27(1), Nov. 3, 1997.
	A41	Miller, Karen L., "Improve Your Ranking (Building Web Sites to Attract Web Searches)", Home Office Computer, v16, n1, p 51(2) Jan, 1998.
	A42	Wingfiled, "Another Engine Takes Ads By The Click", from http://www.news.com?news/Item/0.4.1387,00/html , May 1996.
	A43	Pelline, "New Search Engine Goes Commercial", by CNET News.com, Feb. 1998.
	A44	Wang, "Engines Battle Irrelevance of Results-New Search Service Hope To Fill The Void", by Internet World, Feb. 1998.
	A45	Vondr Haar, "Searching For The Highest Bidder", from Inter@active week.
	A46	Riedman, "Search Engine Startup To Auction Listings", from Interactive-Advertising, Feb. 1998.
	A47	Rich, "New Search Engine Allows Sites To Pay Their Way to Top", from http://www.adweek.com/iq/iqnews02.asp .
	A48	Mardesich, "Web Site Operators Pay for Top Billing-Search Engine Allows Site Sponsors to Buy Place On Special List", from Knight Ridder Newspapers, March 1998.

EXAMINER	DATE CONSIDERED
----------	-----------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

RECEIVED

OCT 09 2001

Technology Center 2100

FORM PTO-1449	IP E J U S T I C E OCT 04 2001 TRADEMARK OFFICE	SERIAL NO. 09/922,028	CASE NO. 9623/329
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT		FILING DATE August 3, 2001	GROUP ART UNIT TBA (Parent GAU 2165)
(use several sheets if necessary)		APPLICANT(S): Cheung et al.	

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
	A49	Hilty, "GoTo.Hell-What Happens When On Line Search Engine Accepts Cash From Web Sites?" from http://www.ocweekly.com/link/archives/97/27/byte-3.11.98-1.html , March 1998.
	A50	Flynn, "With GoTo.com's Search Engine, the Highest Bidder Shall Be Ranked First", by the New York Times, March 1998.
	A51	Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", from the Wall Street Journal, Feb. 1998.
	A52	"Going, Going ...", from A Closer Look of the Wall Street Journal-Marketplace, April 1998.
	A53	"Coursey.com", David Coursey's Insider report on Personal Computing, the Internet and Communications", March 1998.
	A54	Glaser, "Who Will GoTo.com", from OnlinePress.com, Feb. 1998.
	A55	Mardesic, "Search Engine Charges Hit Sites", from http://www.sjmercury.com/business/center/goti022198.html , Feb. 1998.
	A56	"News Watch About Search Engines", from http://searchenginewatch.com/ness.html , Feb. 1998.
	A57	Wang, "Engines Battle Irrelevance of Results", from Internet World.
	A58	Swartz, "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", from http://www.sfgate.com/cgi-bin/publish on San Francisco Chronicle, Feb. 1998.
	A59	McWilliams, PC World Online, February 23, 1998, "Search Engine To Sell Top Positions On Results Lists", from http://www.pcworld.com/news/daily/data/0298/....html .
	A60	"Search Engine Start Up To Auction Listings", from http://www.adage.com/interactive/daily/index/html , Feb. 1998.
	A61	Alyson, "Searching The Search Engines", from Bacon's, May 1998.
	A62	Pelline, "Pay-for-placement gets another shot", from http://www.newscom.?news/item/0,4,19307,00.html , Sept. 1997.
	A63	IBM Technical Disclosure Bulletin, "Organizing A Ranked List of Search Matches", Nov. 1994.
	A64	Jeffrey Brewer, ClickZ Today, August 18, 1998, "Pay-For-Performance: Creating More And Better Value", obtained at the internet address http://www.clickz.com , August 18, 1998.
	A65	Jesse Berst, ZDNet, August 17, 1998, "Search Sites' Shocking Secret", obtained at the internet address http://www.zdnet.com/anchordesk/story/story_2432.html , August 17, 1998.
	A66	Sara Fisher, "Budding Internet Firm Finds Niche in Satisfaction", L.A. Business Journal, August 10, 1998.
	A67	"Disclosure Rules", The Industry Standard – The Newsmagazine of the Internet Economy, August 10, 1998.
	A68	G. David Doran, "Pay to Play", Entrepreneur, July 1998, p. 18.
	A69	Advertising Age-Interactive Daily Homepage; obtained at the internet address http://www.adage.com/interactive/daily/index.html , June 8, 1998.
	A70	Kim Komando, "With About 320 Million Sites, Search Engines Offer Some Help", copyright 1998, Los Angeles Times Syndication.
	A71	Margot Williams, "How To Ease Your Online Searches", Lansing State Journal, June 1, 1998.
	A72	"GoTo.com Gets Venture Funding", Internet World Magazine, June 1, 1998.

EXAMINER	DATE CONSIDERED
----------	-----------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

RECEIVED

OCT 09 2001

FORM PTO-1449	SERIAL NO. 09/922,028	CASE NO. 9623/329
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE August 3, 2001	GROUP ART UNIT TBA (Parent GAU 2165)
(use several sheets if necessary)	APPLICANT(S): Cheung et al.	

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
	A73	Sasha Alyson, "Searching The Search Engines", Front Page, May 8, 1998.
	A74	Advertising Age-Interactive Daily Homepage, February 23, 1998, "Search Engine Startup To Auction Listings", obtained at the internet address http://www.adage.com/interactive/mdaily/index.html .
	A75	Brian McWilliams, PC World Online, February 23, 1998, "Search Engine To Sell Top Positions On Results Lists", obtained at the internet address http://www.pcworld.com/news/daily/data/0298/9880223173204.html .
	A76	Jon Swartz, San Francisco Chronicle, February 23, 1998, "Browser Only Lists Paying Web Sites Critics Fear Approach Will Squeeze Out Most Small Internet Players", obtained at the internet address http://www.sfgate.com/cgi-bin/article/archive/1998/02/21/BU102470.DTL .
	A77	Nelson Wang, "Engines Battle Irrelevance of Results", from http://www.internetworld.com/print/current/news/19980223-battle.html , Feb. 1998.
	A78	Search Engine Watch, February 21, 1998, "GoTo Sells Positions", obtained at the internet address http://www.searchenginewatch.com/news.html , February 23, 1998.
	A79	Jodi Mardesich, "Search Engine Charges Hit Sites", from http://www.sjmercury.com/business/center/goto022198.html , Feb. 1998.
	A80	Ken Glaser, "Who Will GoTo.com?", OnlinePress.com, Feb. 1998
	A81	Jeff Peline, "New Search Engine Goes Commercial", from http://www.news.com/News/Item/0,4,19281,00.html , February 20, 1998.
	A82	"Going, Going...", The Wall Street Journal, April 1998. p. B1.
	A83	David Coursey, "Coursey.com", March 1998.
	A84	Don Clark, "Start-Up Plans Internet Search Service Tying Results To Advertising Spending", The Wall Street Journal, February 20, 1998.
	A85	Laurie J. Flynn, "With GoTo.com's Search Engine, The Highest Bidder Shall Be Ranked First", The New York Times, March 1998, p. C1.
	A86	Wyn Hilty, OCWeekly byte marks, "GoTo.Hell", from http://www.ocweekly.com/ink/archives/97/27byte-3.11.98-1.shtml , March 13, 1998.
	A87	Jodi Mardesich, "Web Site Operators Pay For Top Billing", The News - Herald (Willoughby, OH), March 2, 1998.
	A88	Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", from http://www.adweek.com/iq/iqnews02.asp , Feb. 1998.
	A89	Patricia Riedman, "Search Engine Startup To Auction Listings", Advertising Age Magazine, February 23, 1998, p. 34.
	A90	Steven Vonder Haar, ZDNet.com, February 19, 1998, "Searching For The Highest Bidder", obtained at the internet address http://www.zdnet.com/intweek/daily/980219i.html , February 23, 1998.
	A91	Nelson Wang, "Engines Battle Irrelevance of Results", Internet World, Feb. 10, 1998, p. 1
	A92	Interactive Week Magazine, Garden City, N.Y. May 25, 1998.
	A93	Jeff Peline, "New Search Engine Goes Commercial", CNET News.com, from http://www.news.com/News/Item/0,4,19281,00.html , Feb. 20, 1998.

EXAMINER	DATE CONSIDERED
----------	-----------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

RECEIVED

OCT 09 2001

FORM PTO-1449	SERIAL NO. 09/922,028	CASE NO. 9623/329
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT	FILING DATE August 3, 2001	GROUP ART UNIT TBA (Parent GAU 2165)
(use several sheets if necessary)	APPLICANT(S): Cheung et al.	

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
	A94	Nick Wingfield, Staff Writer, CNET News.com, June 21, 1996, "Engine Sells Results, Draws Fire", obtained at the internet address http://www.news.com/News/Item/Textonly/0,25,1635,00.html , July 29, 1999.
	A95	Nick Wingfield, Staff Writer, CNET News.com, May 22, 1996, "Another Engine Takes Ads By The Click", obtained at the internet address http://www.news.com/News/Item/0,4,1387,00.html , July 29, 1999.
	A96	Rose Aguilar, Staff Writer, CNET News.com, April 29, 1996, "New Ad Model Charges By The Click", obtained at the internet address http://www.news.com/News/Item/0,4,1199,00.html , July 29, 1999.
	A97	Alex Lash, Staff Writer, CNET News.com, December 11, 1996, "Open Text Updates Tools", obtained at the internet address http://www.news.com/News/Item/0,4,6118,00.html , July 29, 1999.
	A98	"About SearchUP, Inc.", July 15, 1999, obtained at the internet address http://www.searchup.com/about.cfm .
	A99	"Testimonials", July 15, 1999, obtained at the internet address http://www.searchup.com/testimonials.cfm .
	A100	"Benefits", July 15, 1999, obtained at the internet address http://www.searchup.com/benefits.cfm .
	A101	"Information", July 15, 1999, obtained at the internet address http://www.searchup.com/information.cfm .
	A102	"Tips & Tricks", July 15, 1999, obtained at the internet address http://www.searchup.com/tipsandtricks.cfm .
	A103	Correspondence from Bryan Buck, President of SearchUp.com, July 7, 1999.
	A104	Saul Hansell "Alta Vista Invites Advertisers to Pay for Top Ranking", The New York Times, April 15, 1999, p. C2
	A105	Galore – Super Search Engine, May 21, 1999, obtained at the internet address http://www.galore.com/1/mainframe.shtml .
	A106	hitsgalore.com Search Engine, May 21, 1999, obtained at the internet address http://www.hitsgalore.com
	A107	I Seek It "The Next Generation Search Engine", May 21, 1999, obtained at the internet address http://www.iseekit.com .
	A108	Correspondence from Emilia F. Cannella to Robert Brahms, CEO of BeFirst Internet Corporation regarding findwhat.com, July 20, 1999.
	A109	Correspondence from Emilia F. Cannella to Michael Melcher, MC Services regarding SearchUP.com, July 1, 1999.
	A110	Correspondence from Emilia F. Cannella to Robert G. Schuler, Esq., Kegler, Brown, Hill & Ritter regarding iseekit.com, July 1, 1999.
	A111	Correspondence from Emilia F. Cannella to Andrew Conru, Vote Publishing regarding galore.com, June 30, 1999.
	A112	SearchUP.com – Internet Directory, Automated Bid Placement System, obtained at the internet address http://www.searchup.com/search.cfm , August 25, 1999.

EXAMINER	DATE CONSIDERED
----------	-----------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

RECEIVED

OCT 09 2001

FORM PTO-1449	SERIAL NO. 09/922,028	CASE NO. 9623/329
LIST OF PATENTS AND PUBLICATIONS FOR APPLICANT'S INFORMATION DISCLOSURE STATEMENT (use several sheets if necessary)	FILING DATE August 3, 2001	GROUP ART UNIT TBA (Parent GAU 2165)
APPLICANT(S): Cheung et al.		

EXAMINER INITIAL	OTHER ART (Including Author, Title, Date, Pertinent Pages, etc.)	
	A113	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/login.cfm , August 25, 1999.
	A114	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/searchup/newaccount.cfm , August 25, 1999.
	A115	SearchUP: URL Position Manager, obtained at the internet address https://www.securearea.net/getaccount/login.cfm , August 25, 1999.
	A116	Correspondence from Emilia F. Cannella to Mr. D. Reed, Reports Galore, regarding hitsgalore.com , June 30, 1999.
	A117	Miller, Karen L., "Improve Your Ranking", Home Office Computer, Vol. 16, No. 1, Jan. 1998, p. 51(2).
	A118	Jeff Fretzen, "Help For Getting The Word Out About Web Sites", PC Week, Vo. 14, No. 46, Nov. 3, 1997, p. 27(1).
	A119	Article from the Search Engine Report, "GoTo To Sell Positions", March 3, 1998, http://www.searchenginewatch.com/sereport/9803-to-to-html .
	A120	Article from CNET News, "Engine Sells Results, Draws Fire", June 21, 1996, http://www.nes.com/News?Item/0,4,1635,00.html .
	A121	Press release on Lightweight Directory Access protocol (LDAP), Netscape Comm. Corp. Mountain View, CA., April 1996.
	A122	ClickMail Central directory, circa April 1996,
	A123	GoTo.com, circa 1998, at www.goto.com
	A124	Northern Light, circa 1997-98, at sirocco.northernlight.com
	A125	Laura Rich, Adweek Online IQ News Online, February 23, 1998, "New Search Engine Allows Sites to Pay Their Way to Top", from http://www.adweek.com/iq/iqnews02.asp , February 23, 1998.
	A126	Smith, Laura B., article "Going ... Gone", PC Week, Vol. 13, No. 34, August 26, 1996, p E1 (2), http://www.dialog-classic.com/DialogClassic/dialog .
*	A127	Cliff Kurtzman, "Another Internet Advertising List", Internet Advertising Digest #006, dated June 19, 1996, from http://www.o-a.com/archive/1996/june.0021.html , printed 09/28/01, 5 pages.

RECEIVED

OCT 09 2001

Technology Center 2100

EXAMINER	DATE CONSIDERED
----------	-----------------

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.